TACO THE TOWN

CHALLENGE
How do you get serious snackers to engage with your brand?

SOLUTION
You serve up irresistible creative that get’s them asking for more! Kargo cooked up an engaging Conveyor Belt Game that expanded from a variety of mobile formats. Consumers ate it up across content verticals – with benchmark-beating results spanning Entertainment, Food, Health & Fitness, Home & Garden, News, Style & Fashion and Lifestyle – showing snackers engage across a diverse range of content!